



ZENITHERM

FLOORS

*ZENITHERM FLOORS

*The following pages carry the
story of Zenitherm and its general
desirability as a material for
floors. Further information re-
garding Zenitherm and its various
uses, specifications, prices, etc.
will be furnished gladly
upon application.*



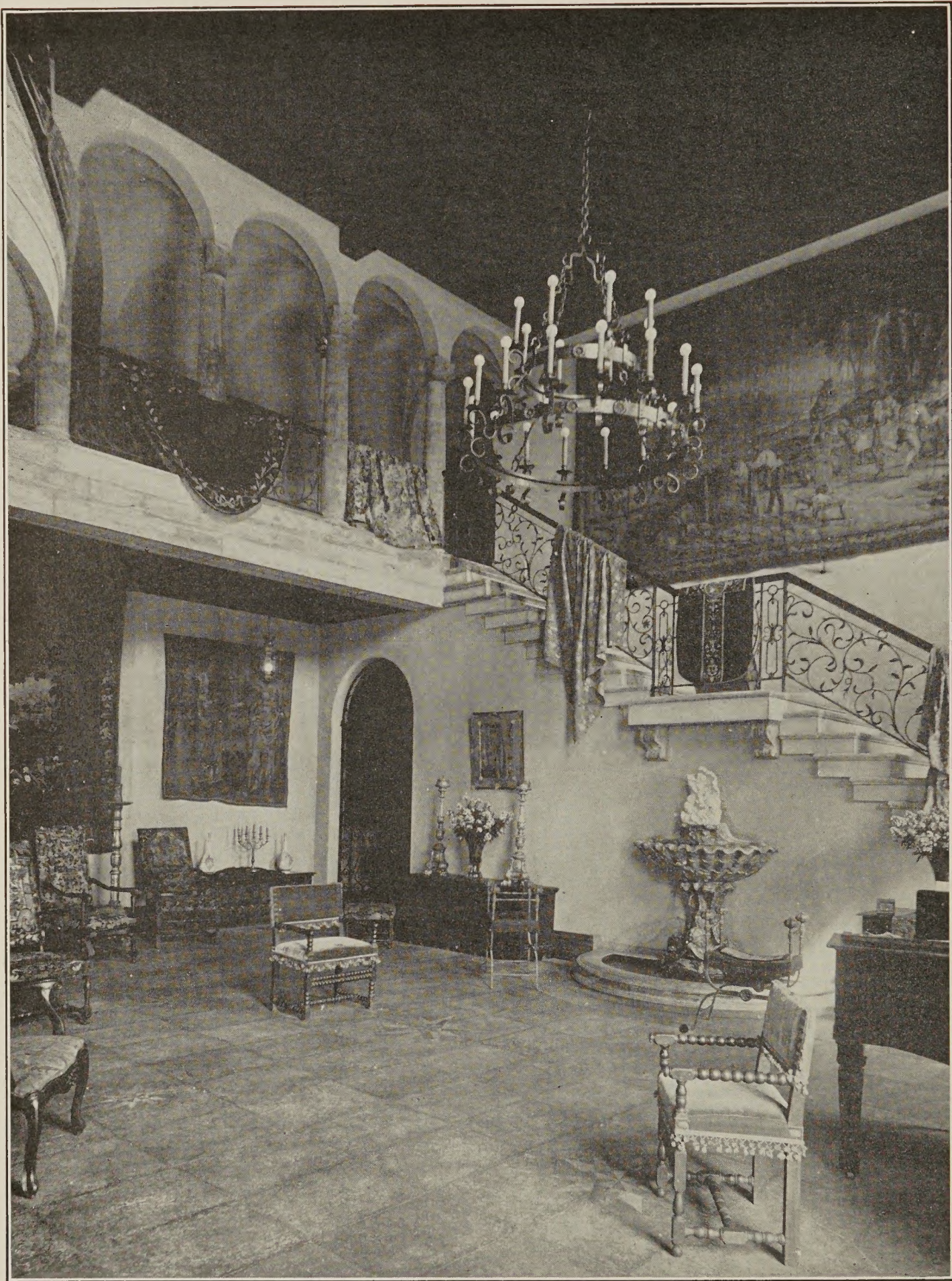
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ZENITHERM COMPANY, Inc.

General Offices: Newark, N. J.

ZENITHERM



*Residence of
Willard S.
Burrows
Tarrytown,
New York
-
A. J. Bodker
Architect*



INTRODUCTION

ZENITHERM has firmly established itself as an ideal floor material. On view and in service in thousands of homes and public buildings throughout the United States, installed therein from one to ten years or more, the outstanding beauty and permanency, utility and versatility of Zenitherm have won enthusiastic commendation from architects, builders and laymen alike.

The consistent way in which Zenitherm has lived up to the claims made for it has conclusively proven its merit—has confirmed the conviction that it is a finished product, ideal for its purposes—and has brought it a widespread popularity that is steadily on the increase.

There is nothing local or territorial about the recognition that Zenitherm has achieved—its reputation is national in scope. Zenitherm installations have been made for widely separated and diversified buildings and interests. They can be found in practically every principal city of the United States; in every state and in Canada, Zenitherm floors bear permanent testimony of merit.

Several years ago, Lord & Taylor in New York City, one of the world's leading department stores, chose Zenitherm flooring for their Executives' Dining Room, their Employees' Library and for many areas on their sales floors, altogether a total of 35,000 square feet. Frequent repeat orders since for Zenitherm to be installed in other sections of their spacious building give ample evidence of their favorable verdict.

In Burdine's Department Store at Miami, Florida, no less than ninety-five thousand square feet of Zenitherm flooring have been installed. It is interesting, incidentally, that there is an arcade in this large area through which, it is estimated, 9,000,000 people have passed. Yet Zenitherm has stood up so

*A Proven
Product*

*Nationally
Used*

*In Public
Buildings*

ZENITHERM



*Spanish House
"Au Quatrieme"
John Wanamaker
New York Store*

serenely under the steady tread and scuffling of this traffic that the wear and tear is negligible.

Private Homes

These are but two instances of many. Add to them a generous quota of sincere praise from owners of private homes the country over, all of whom have found Zenitherm admirable for use as flooring for sun rooms, libraries, entrance halls, stairways, in fact, all parts of the house, and you have an impressive indication that Zenitherm is, indeed, an ideal floor material.



ZENITHERM



*Residence of
E. C. Klipstein
St. Louis
Missouri*

*Klipstein &
Rathmann
Architects*



THE QUALITIES
and PROPERTIES
of
ZENITHERM

*Easy to
Install*

ZENITHERM has all of the dignity and massiveness—without the coldness—of stone, and all of the convenience of wood since it can be nailed, sawed, drilled and screwed. Its variety of coloring and eye-pleasing texture keep it free from monotony and sameness.

Attractive

Zenitherm has the happy faculty of providing a beautiful floor surface without too rigid regularity. Each piece of Zenitherm is different from every other piece, and the resultant effect adds immeasurably to the artistic appearance of any floor. Zenitherm is fire-resistant—it is weather-proof—it is enduring, actually toughening with age; it is highly resilient and reflects little sound. Zenitherm needs no maintenance. It should not be ground or sanded. It can be washed with soap and water, oiled and waxed, if preferred.

Enduring

As an instance of Zenitherm's remarkable endurance under unusually harsh treatment, we quote below from a letter received from Mr. Richard D. Currier, President of the Board of Trustees of the New Jersey Law School, in connection with a fire which started in the Faculty Room of that institution: ". . . . Had it not been for the Zenitherm floor in the Faculty Room, I do not see anything to have prevented the fire from going directly through to the roof of that building before the firemen reached us. . . . We have always felt that in using the Zenitherm, we were safeguarding ourselves as much as possible, and the recent fire amply confirmed our opinion as to its fireproof, as well as its artistic qualities."

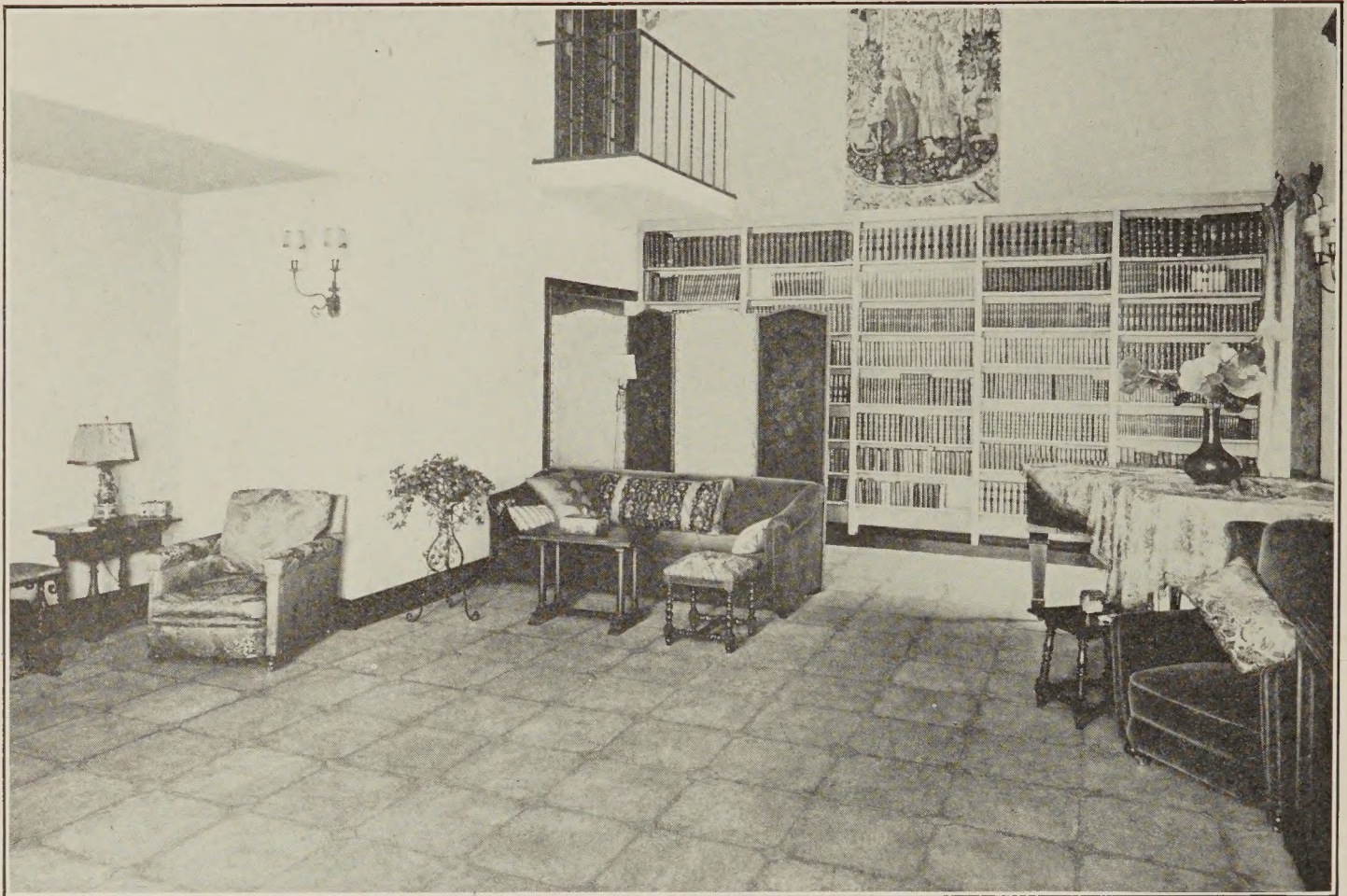
ZENITHERM



*Bathroom,
Residence of
A. G. H. Reimold
Orange, N. J.*

Zenitherm measures up to every requirement as a floor material—it effectually solves the problem of maintaining a high quality of beauty and permanence—it has survived every test—it welcomes comparison.

*Welcomes
Comparison*



*Apartment of
Wallace Kirk
Chicago, Illinois*

The VARIETY of PATTERNS

ZENITHERM lends itself admirably to an infinite variety of combinations, so that, no matter how colorful or subdued, intricate or conventional the design of the flooring desired, Zenitherm can be supplied in the proper pattern. Zenitherm is available in fourteen separate colors ranging from the very lightest of tints to the heaviest and richest shades. It is supplied in fourteen standard sizes. It is immaterial how far your fancy in floorings carries you, what your taste or judgment requires, the infinite combinations of patterns that can be obtained from these colors and sizes can satisfy it. Plain or colored Zenitherm compound may be used to fill the joints between the Zenitherm slabs, thus adding to the opportunities for the production of beautiful and variegated tones. Zenitherm can be made to harmonize exactly and correctly, whatever the type or period of the architectural effect you are seeking.

*A Wealth of
Designs*

*For Every
Type of
Architecture*



*Terrace Flooring.
Home in
Westchester
County,
New York*

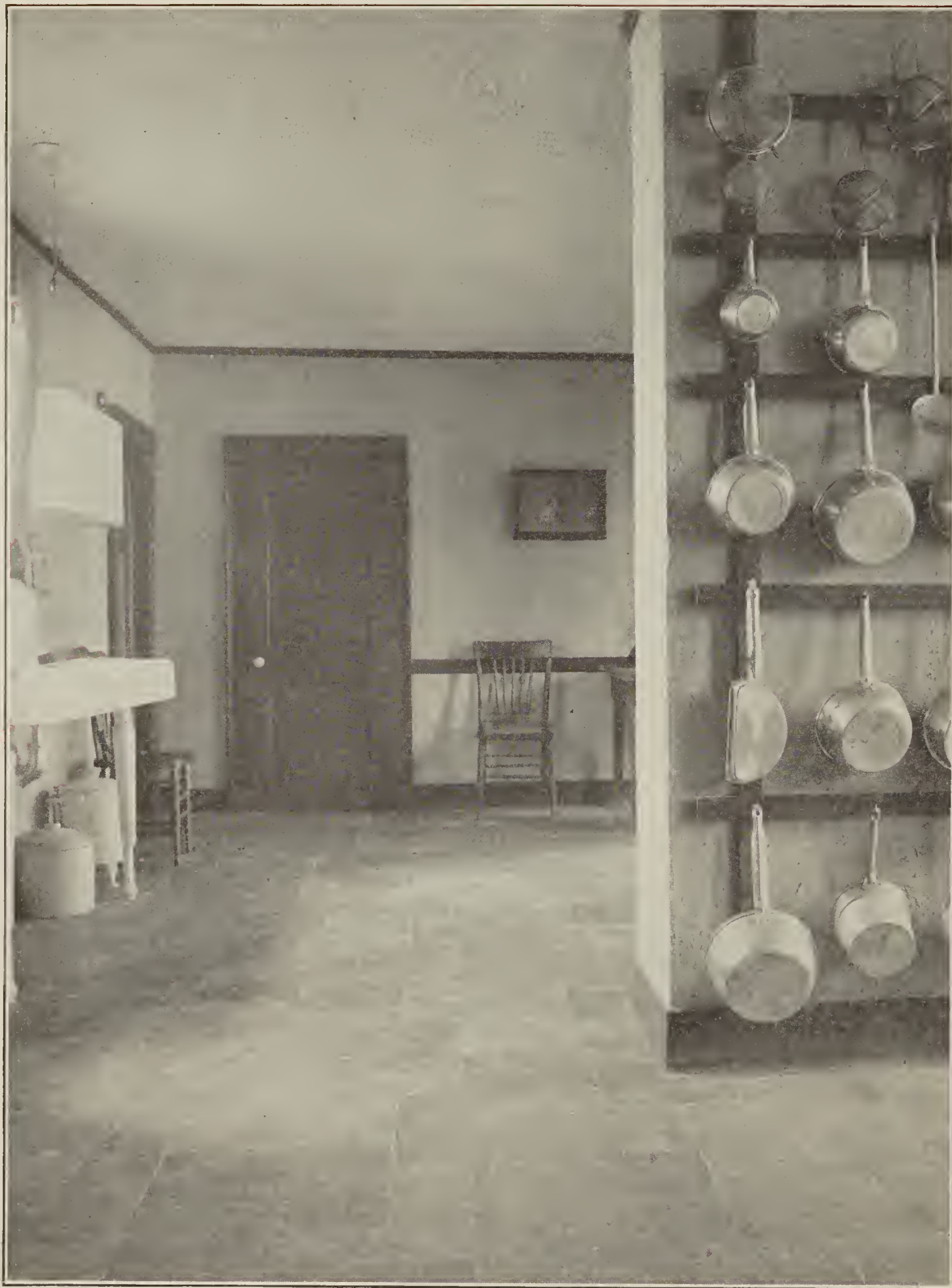
*Taylor & Levi
Architects*

EXTERIOR FLOORS

THE installation of Zenitherm as flooring for exteriors is rapidly growing in favor. Many country and suburban homes have been embellished by the inclusion in their planning of a terrace laid with Zenitherm. This is readily explainable, for Zenitherm is weather-proof and is so constituted that it allows a wide range for artistic designs. In another phase of exterior use, outdoor dance floors, it has also been remarkably successful. Four years ago such a floor was constructed, utilizing Zenitherm, at Arrowhead Inn, at Riverdale on the Hudson, New York City. Today, despite the efforts of the elements, sun, rain and wind, and the buffeting and shuffling of thousands of dancing feet to which it has been subjected, it still retains its original beauty and resiliency. Another exterior dance floor which merits particular attention is the one at the Miami-Biltmore Hotel at Coral Gables, Miami, Florida.

For Terraces

For Dancing



*Kitchen,
Residence of
Nobel F. Hoggson
Redding Ridge,
Connecticut
-
Hoggson Brothers
Architects*



ESSENTIAL FACTS
YOU SHOULD KNOW
about
ZENITHERM

WE suggest consultation with your architect, contractor or carpenter, or communication with us direct regarding any of the salient facts which follow. Our architectural department is prepared to offer any suggestions as to the best use of Zenitherm and as to the manner of its installation.

Standard Colors

DARK COLORS		LIGHT COLORS		
Red	Light Brown	Pink	Gold	Light Gray
Blue	Dark Brown	Natural	Drab	Stone Gray
Black	Green	Buff		Olive

14 Standard
Colors

Standard Sizes

Width		Length	Width		Length	Width		Length
5½"	x	5½"	8½"	x	8½"	8½"	x	23½"
5½"	x	11½"	8½"	x	11½"	8½"	x	47½"
5½"	x	17½"	8½"	x	15½"	11½"	x	17½"
5½"	x	23½"	8½"	x	17½"	17½"	x	23½"
5½"	x	47½"				17½"	x	47½"

14 Standard
Sizes

Other sizes can be furnished according to specifications.

All floor material is ¾" in thickness.

ZENITHERM

Bases

*Two Types
of Bases*

A base is the junction where the floor and wall meet. Should your plans call for a Zenitherm base in conjunction with a Zenitherm floor, we can supply you from stock either with a straight base, which joins floor and wall at right angles, or with a cove base, which effects the juncture on a curve. Zenitherm cove base measures $4\frac{3}{4}$ " from top of base to finish floor. Zenitherm straight base, of course, is available in any height desired.

Stair Treads and Risers

Zenitherm $1\frac{1}{4}$ " in thickness makes an economical sound-deadening and wear-resisting stair tread. For risers, Zenitherm is $\frac{3}{4}$ " in thickness.

Method of Laying

*Handbook
Will Be Sent
if Desired*

ZENITHERM presents no difficulties of installation. It can be laid on a wood, concrete or similar underfloor by any capable carpenter or contractor. In order, however, that the carpenter or contractor can secure best results we have prepared a handbook on the subject of laying Zenitherm. This will be sent to anyone on request.

On wood, simply butter the edges of the slab, set in position and nail down, sinking the nails $\frac{1}{8}$ " deeper than the surface, and filling the nail holes with Zenitherm Pointing Compound.

*A Simple
Process*

If the wood underfloor is not true and level, a thin bed of Zenitherm Bedding Compound will even it off. The edges of the slabs are buttered with Pointing Compound and then set in place, and, after allowing the Bedding Compound to set for twenty-four hours, are nailed as above.

On concrete or similar sub-floor, put down a $\frac{1}{4}$ " bed of Bedding Compound and lay the slabs as above, using Pointing Compound for joints but no nails. For exterior floors, the best results have been obtained by using a cinder-concrete foundation with $\frac{1}{4}$ " of Zenitherm Bedding Compound.



*Residence of
Graham C. Sears
St. Louis,
Missouri*

*P. J. Bradshaw
Architect*

A SPLENDID MATERIAL for WALLS

THE outstanding excellence of Zenitherm for flooring purposes should not obscure the fact that it possesses qualities which make it a splendid material for walls, both interior and exterior. Its beauty, permanence and general workability recommend it just as forcibly for walls as for floors. Also it is heat and cold resistive, and therefore tends to keep out heat in summer and cold in winter. For exterior walls, the attractive appearance and proven durability of Zenitherm are strong arguments in its favor, plus the important fact that it is a weather insulator.

More and more architects of large public buildings are selecting Zenitherm for walls as its desirability for this purpose is brought to their attention.

*Weather
Resistant*

ZENITHERM

PARTIAL LIST of
ARCHITECTS
Specifying Zenitherm

FRED T. ACKERMAN

WALTER AHLSCHLAGER

ALFRED S. ALSCHULER

GEORGE W. BACKHOFF

C. STORRS BARROWS

DWIGHT JAMES BAUM

BLEY & LYMAN

ALFRED C. BOSSOM

W. L. BOTTOMLEY

COOLIDGE & HODGDON

FRANK IRVING COOPER

DELANO & ALDRICH

DITMARS & REILLY

GORDON & KAELEBER

FRANK GRAD

NATHAN HARRIS

HOLABIRD & ROCHE

RAYMOND M. HOOD

MANN & MACNEILLE

IRVING MARGON & GLASER

MARSHALL & FOX

NATHAN MYERS

KENNETH M. MURCHISON

McKENZIE, VOORHEES & GMELIN

McKIM, MEAD & WHITE

ROBERT J. REILLY

JAMES GAMBLE ROGERS

STARRETT & VANVLECK

SUGARMAN & BERGER

HOWARD VAN DOREN SHAW

TAYLOR & LEVI

TILDEN & REGISTER

W. GIBBONS UFFENDELL

WALKER & GILLETTE

WARREN & WETMORE

WIGHT & WIGHT

ZENITHERM

PARTIAL LIST of INSTALLATIONS of Zenitherm

Residences

TROWBRIDGE RESIDENCE
Noroton, Conn.

COL. A. O'BRIEN RESIDENCE
Washington, D. C.

E. T. STOTESBURY RESIDENCE
El Mirasol, Palm Beach, Fla.

FRANK I. COOPER RESIDENCE
Wayland, Mass.

FRED WOLFERMAN RESIDENCE
Kansas City, Mo.

WOODWARD RESIDENCE
Essex Fells, N. J.

CONDE NAST APARTMENT
New York City

RUBE GOLDBERG RESIDENCE
New York City

WM. L. BOTTOMLEY RESIDENCE
Long Island, N. Y.

WILLIAM W. WHITE RESIDENCE
Pelham, N. Y.

JESSE L. LIVERMORE RESIDENCE
Great Neck, Long Island, N. Y.

E. H. BAKER RESIDENCE
Lyndhurst, Cleveland, O.

GUY TURNER RESIDENCE
Oklahoma City, Okla.

J. SCOTT PARRISH RESIDENCE
Richmond, Va.

NIPPERSINK COUNTRY CLUB
Genoa, Wis.

Public Buildings

CHELSEA HOTEL
Atlantic City, N. J.

NASSAU HOTEL
Nassau, Bahama Islands

HOLLYWOOD MEMORIAL CHURCH
Hollywood, Cal.

HOLY NAME CHURCH
Toronto, Ontario, Canada

TAHITI BEACH EXTERIOR
DANCE FLOOR
Miami-Biltmore Hotel
Coral Gables, Miami, Fla.

CHURCH OF THE BLESSED
SACRAMENT
Kansas City, Kansas

CRANE COMPANY
Chicago, Ill.

WRIGLEY BUILDING
Chicago, Ill.

PULLMAN TRUST & SAVINGS BANK
Chicago, Ill.

THE FRANCES SHOP
South Bend, Ind.

FIRST PRESBYTERIAN CHURCH
Davenport, Iowa

KAUFMAN-STRAUS COMPANY
Louisville, Ky.

SHREVEPORT LIBRARY
Shreveport, La.

STEWART & COMPANY
Baltimore, Md.

HARRY J. DEAN COMPANY
Detroit, Mich.

DAYTON COMPANY
Minneapolis, Minn.

BACH DEPARTMENT STORE
Little Rock, Ark.

MEMORIAL ART GALLERY
Rochester, N. Y.

SYLVANIA HOTEL
Philadelphia, Pa.

NORHILL HIGH SCHOOL
Houston, Texas



Trade Mark
Reg. U. S. Pat. Off.

The Print Shop
215 CENTRAL AVENUE
NEWARK, N. J.

